International product policies

Why Firms Alter Products	Legal, Cultural or Economic reasons
Product line decisions depend on	Sales, cost and product life cycle considerations

Marketing Strategies - depends on orientation

Production
Sales
Customer
Strategic
Social marketing

International branding strategies

Worldwide brand pros	Global image and player ID
Worldwide brand Cons	Language, brand aquisition, country of origin,, generic and near generic names

Marketing mix may vary

Gap analysis	estimating potential sales by identifying prospects not serving adequately. Usage, line, distribution, competitive

Marketing principles in foreign markets

similar to those in domestic markets: Product, Price, Promotion, Place. But may need to be adapted.

Target / segment by

Country
Global segment
Multiple criteria

Country differences may req alt approach

Promotion sales messages.	Standardized advertising: low $, better quality. common global image, rapid entry. May have issues with legals, anguage and matching market needs
Push / Pull	

Practices and complications - Internet

Opportunities	Fast, cheap
Problems	cannot differentiate between countries, legals still apply

Pricing strategy complexities

Potential obstacles	Government intervention via min/max $ or prohibiting pricing strategys. Market diversity.
Tactics	Skimming, penetration, cost-plus
Export price escalation	
Fluctuations in currency value	
Gray market or product diversion	Selling and handling of goods through unofficial distributors

Practices and complications - distribution

Distribution	the course that goods take between production and consumption
Physical path or legal title	
Distribution can vary substantially among countries	
Distribution can be difficult to change	
When choosing distributors and channels firms must consider	is internal handling feasible, which distributors are qualified, reliability
May need to give distributors	Incentives, confidence in product, successful products
Cause cost diff in countries	Infrastructure, levels in distribution, retail inefficencies, size and hour restrictions, inventory stick outs



By **Natalie Moore**
(NatalieMoore)

cheatography.com/nataliemoore/
www.jchmedia.com/

Published 4th June, 2014.
Last updated 12th May, 2016.

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